



NEWS RELEASE

For immediate release:
May 23, 2014

Contact:
Ashley Jared, 515.725-4934
ashley.jared@iowa.gov

Iowans Challenged to Share Homeownership Success Stories for Chance to Win \$5,000

When a House Becomes a Home Contest held in conjunction with national homeownership month

DES MOINES – The Iowa Finance Authority and the Iowa Association of Realtors® announced today that they are challenging Iowans to share their homeownership success stories for a chance to win a \$5,000 gift card. The challenge comes as a part of a new contest called “When a House becomes a Home”. Entries will be accepted throughout the month of June in conjunction with national homeownership month.

To participate, Iowans need to submit a story of how their lives have been positively impacted by homeownership in 140 words or less. An accompanying photo or 30 second video to support the entry is encouraged. Fun, touching or entertaining homeownership stories can be submitted at: IowaFinanceAuthority.gov/Contest through June 30.

Submissions will be scored by a panel of judges and the top 10 submissions will be posted to Facebook for voting by the public from July 7-11 at Facebook.com/IowaFinance. The entry with the most votes will receive a \$5,000 Lowe’s gift card.

A “surprise squad” will also be traveling the state and providing random prize awards to entrants throughout the month of June, while spreading awareness of homeownership opportunities in Iowa.

Entries may include such things as the story of a young couple who is about to purchase their first home, how a military family made a house a permanent home after deployment or detailing how homeownership has opened the door to new opportunities. Iowans are encouraged to share their unique homeownership stories!

“Recognizing Iowa homeowners and celebrating their success stories is a fitting way to mark national homeownership month while promoting the far-reaching benefits of homeownership. It also gives us a chance to highlight resources available through IFA to help make the homeownership dream a reality,” said Iowa Finance Authority Executive Director Dave Jamison. “We encourage Iowa home buyers and homeowners alike to share their stories for a chance to win!”

“The Iowa Association of Realtors® nearly 6,400 Realtor® members across the state are professionals who follow a strict code of ethical guidelines and help Iowans realize their home owning dreams every day,” said Dave Bert, CEO of the Iowa Association of Realtors®. “We are pleased to offer this new, exciting contest to Iowans and look forward to seeing the creative entries.”

###